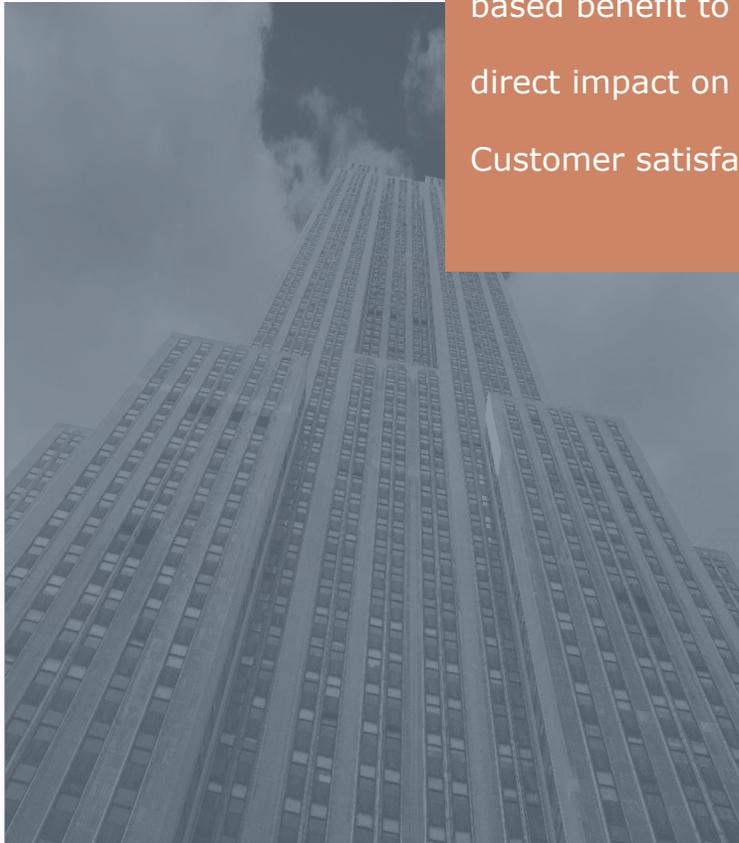


CASE STUDY



“The Project CSAT improvement garnered lot of appreciation from the Customer owing to its fact-finding and result-oriented approach leading to value-based benefit to them with direct impact on end Customer satisfaction”



Journal Publisher

Market leader of research based scientific & medical journal (print/online)



Problem

High email enquiry **traffic** for subscriptions, renewals, Customer ID, dispatch, address-related, online access etc.



Solution

- Identified missing answers (top contributors) on Customer FAQs
- Overhauled client FAQ
- FCRR analysis
- Redesigned Customer HELP pages

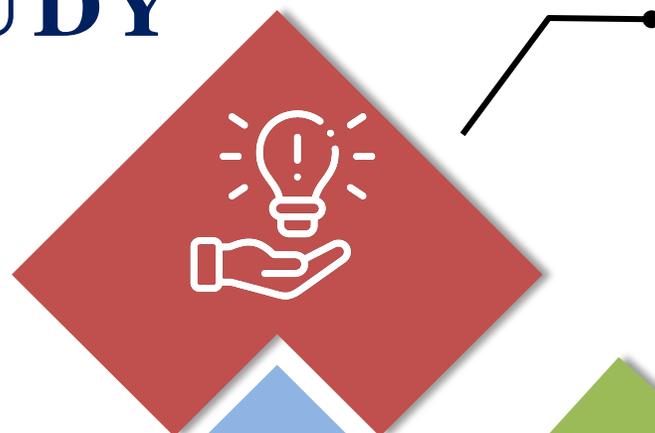


Result

- Reduced email traffic by >25% (from annual 90K to 67K)
- CSAT improvement
- Productivity release benefit passed on to the Customer

CASE STUDY

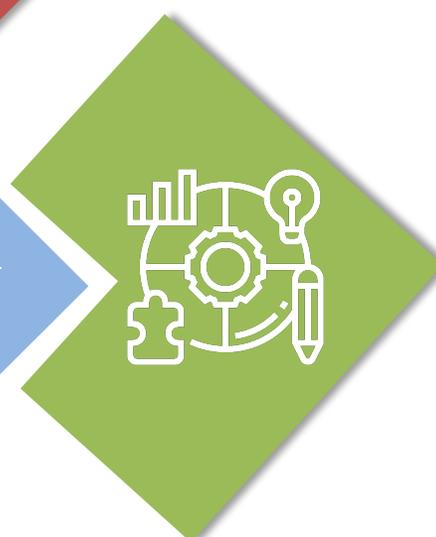
PLEASE RETURN
TO SENDER
XXXXXXXXXXXXXXXXXXXX
NO LONGER AT
THIS ADDRESS



Challenge / Opportunity

Inflated number of “Undelivered Returns” (print) for one of our reputed Publisher was contributing to

- High Overheads in Production **Cost**
- Customer **dissatisfaction**
- **Failed** delivery of the print copy by the Order Processing team
- Increased email **enquiries** in Customer service
- High replacement **copies** being sent without delivery success



Solution & Strategy

- Standing instructions for Order Processing & Customer Service teams to do “temporary suspension” of the customer account
- No fresh orders and replacement copies to be further sent until updated address was received
- 3 attempts were made to contact customer for updated address
- Failed efforts resulted in ‘deactivated’ customer account



Outcome

| | |
|---|-------------------|
| No of claim enquiries (annual count) | 36000 |
| Actual replacement (out of total claim enquiries) 66% | 23760 |
| Undelivered Returns from total replacements | 5940 |
| Average replacement cost/copy - £10.00 | £10.00 |
| Net Savings for the Publisher | £59,400.00 |

SOSTAC Planning using **THINK** capability

Accounts Receivable management

THINK billing process for automated reminders will:

- Cancel/suspend the subs
- Mark Customer *"Bad debtor"*

Automated reminders will enable faster payment collection thus reducing **AR ageing**

